

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of performing a transaction using a video device, the method comprising acts of:

~~acquiring, by the video device, displaying a video signal including a video program separated into a plurality of frames containing a each having one or more selectable regions associated with products displayed in the video program;~~

~~selecting a first region corresponding to a product of interest from the one or more selectable regions of a first frame of the plurality of frames;~~

~~extracting from said video signal video first region enhanced content information representative of at least one the product of interest presented on the video program and if the enhanced content for the first region is not available, repeating the extracting of the enhanced content representative of the product of interest associated with the first region from the plurality of frames subsequent to the first frame;~~

~~presenting to the user the video program;~~

~~receiving a selection of a product of interest during a first frame of the plurality of frames;~~

~~performing, by the video device, a search to identify identifying data related to the selected product, the first frame of the plurality of frames being subdivided into a first region~~

containing products that include enhanced content information and a second region containing products that do not include enhanced content information, wherein the selection is of a product that is in the second region in the first frame of the plurality of frames when the selection is performed, wherein the act of performing the search comprises an act of searching the plurality of frames for a second frame where the selected product includes enhanced content information of interest; and

providing the enhanced content information and data of the selected product of interest to a user of the video device.

2. (Original) The method of claim 1, wherein said video signal includes metadata.
3. (Previously presented) The method of claim 1, further comprising an act of purchasing the selected product.
4. (Currently amended) The method of claim 1, further comprising an act of filtering the video enhanced content information based on preferences customized by at least one user.
5. (Original) The method of claim 4, wherein said user's preferences include values and life style of the user.
6. (Currently amended) The method of claim 1, wherein the enhanced content information of the selected product of interest includes a source of the product of interest, the method

further comprising acts of negotiating with offering the product source by offering a price the user is willing to pay to buy the product of interest other than a price initially offered requested by the product source; and outputting results of the negotiation displaying acceptance or rejection of the offer.

7-8 (Canceled).

9. (Currently amended) The method of claim 1, wherein the performing-identifying act is performed by comprises an act of searching product sources from at least one predetermined list for a particular category of products.

10. (Original) The method of claim 1, wherein the video signal is acquired from at least one video signal source selected from a group consisting of a broadcasting system, a content creator, a service provider, and a set-top box.

11. (Canceled)

12. (Previously presented) The method of claim 1, further comprising acts of receiving and analyzing transaction related information from the user.

13. (Currently amended) The method of claim 1, further comprising acts of periodically monitoring said enhanced content information and triggering an action based on user's requests or preferences.

14. (Currently amended) The method of claim 1, further comprising an act of making a personalized catalog of products for the user.

15. (Currently amended) A system for performing a transaction using a video device, said system comprising:

a set-top box;

a video device operatively coupled to the set-top box for acquiring displaying
a video signal including a video program separated into a plurality of frames
containing a having one or more selectable regions associated with products
displayed in the video program, said set-top box including a memory, a processor
and an input/output means associated therewith for transferring the video signal, the
processor being capable of: configured for

selecting a first region corresponding to a product of interest from the one or
more selectable regions of a first frame of the plurality of frames;

extracting from said video signal video first region enhanced content
information representative of at least one the product of interest presented on the video
program and if the enhanced content for the first region is not available, repeating the

extracting of the enhanced content representative of the product of interest associated with the first region from the plurality of frames subsequent to the first frame;

presenting to the user the video program;

receiving a selection of a product of interest during a first frame of the plurality of frames;

performing a search to identify identifying data related to the selected product, the first frame of the plurality of frames being subdivided into a first region containing products that include enhanced content information and a second region containing products that do not include enhanced content information, wherein the selection is of a product that is in the second region in the first frame of the plurality of frames when the selection is performed, wherein the processor is further capable of performing the search by searching the plurality of frames for a second frame where the product includes enhanced content information of interest; and

providing the enhanced content information and data of the selected product of interest to the user video device;

a video device operatively coupled with the set top box for displaying the video program, video enhanced content information, and the enhanced content information of the selected product to the user; and

an input device operatively associated with said set-top box for controlling said set-top box.

16. (Original) The system of claim 15, wherein said video signal includes metadata.

17. (Currently amended) The system of claim 15, wherein the processor is further capable of configured for purchasing the selected product.

18. (Currently amended) The system of claim 15, wherein the processor is further capable of configured for filtering the video enhanced content information based on stored preferences customized by at least one user.

19. (Original) The system of claim 18, wherein said user's preferences include values and life style of the user.

20. (Currently amended) The system of claim 15, wherein the enhanced content information of the selected product of interest includes a source of the product of interest, the processor further capable of negotiating with configured for offering the product source by offering a price the user is willing to pay to buy the product of interest other than a price initially offered requested by the product source; and outputting results of the negotiation displaying acceptance or rejection of the offer.

21-22. (Canceled)

23. (Currently amended) The system of claim 15, wherein the processor has-is further configured for retrieving a predetermined list for a particular category of products

associated therewith, the processor with a particular category of products and accessing the predetermined list to perform the search for identified data related to the selected product of interest.

24. (Original) The system of claim 15 further comprising a source for the video signal, the video signal source being selected from a group consisting of a broadcasting system, a content creator, a service provider, and a set-top box.

25. (Canceled)

26. (Currently amended) The system of claim 15, wherein the processor is further capable of configured for periodically monitoring said enhanced content information and triggering an action based on user's requests or preferences.

27. (Currently amended) The system of claim 15, wherein the processor is further capable of configured for making a personalized catalog of products for the user.

28. (Currently amended) A method of performing a transaction using a video device, said method comprising acts of:

acquiring, by the video device, displaying a video signal including a video program separated into a plurality of frames containing a having one or more selectable regions associated with products displayed in the video program;

customizing preferences for at least one user;

selecting a first region corresponding to a product of interest from the one or more selectable regions of a first frame of the plurality of frames;

extracting from the video signal video first region enhanced content information representative of at least one the product of interest presented on the video program and, if the enhanced content for the first region is not available, repeating the extracting of the enhanced content representative of the product of interest associated with the first region from the plurality of frames subsequent to the first frame;

filtering the video enhanced content information based on the preferences;

presenting to the user the filtered video enhanced content information;

receiving a selection of a product of interest during a first frame of the plurality of frames;

performing, by the video device, a search to identify identifying a source of the selected product of interest through searching at least one predetermined list of information sources for a particular category and the video signal, the first frame of the plurality of frames being subdivided into a first region containing products that include enhanced content information and a second region containing products that do not include enhanced content information, wherein the selection is of a product that is in the second region in the first frame of the plurality of frames when the selection is performed, wherein the act of performing the search comprises an act of searching the plurality of frames for a second frame where the selected product includes enhanced content information;

~~negotiating, by the video device, with the identified offering a product source by offering of the product of interest a price the user is willing to pay to buy the selected product of interest other than a price initially offered requested by the product source regarding the selected product and outputting results of the negotiation displaying acceptance or rejection of the offer;~~

allowing the user to authorize purchasing of the selected product;

providing feedback information to the user;

completing a purchase transaction for the selected product; and

receiving and analyzing a satisfaction response from the user.

29. (Previously presented) The method of claim 28, further comprising an act of storing said video signal in a storage device.

30. (Currently amended) The method of claim ~~4~~9, further comprising an act of prioritizing results of the search performed by the performing step based on availability.

31. (Currently amended) The system of claim ~~15~~23, wherein the processor is further capable of configured for prioritizing results of the search performed by the performing step based on availability.

32. (Currently amended) The method of claim 28, further comprising an act of prioritizing results of the search performed by the performing step based on availability.

33. (Currently amended) The method of claim 1, wherein the ~~at least one source~~ is a user's custom list.

34. (Currently amended) The method of claim 1, wherein the ~~at least one source~~ is a video device generated list based on a shopping habit of the user.

35. (Currently amended) The system of claim 1520, wherein the ~~at least one source~~ is a user's custom list.

36. (Currently amended) The system of claim 2020, wherein the ~~at least one source~~ is a video device generated list based on a shopping habit of the user.

37. (Currently amended) The method of claim 28, wherein the ~~at least one source~~ is a user's custom list.

38. (Currently amended) The method of claim 28, wherein the ~~at least one source~~ is a video device generated list based on a shopping habit of the user.